STARS Projected Database

Information Management

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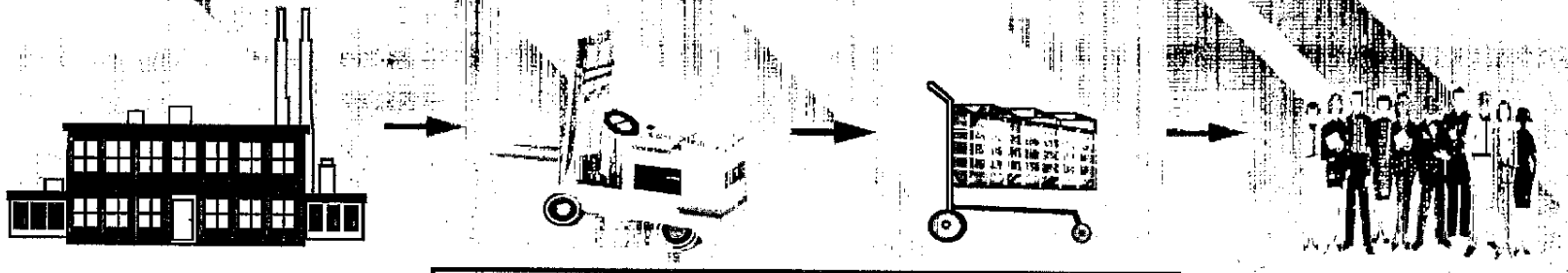
Source: https://www.industrydocuments.ucsf.edu/docs/hjgy0004

STARS Projected Database



Manufacturer → **Distributors** → **Retailer** → Consumer

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STARS Projected Database

- Wholesale Masters participants report their outbound cigarette shipments on a weekly basis, for each item they sell to each retail site they service.
- This provides us with detailed information about 450,000 retail stores nationwide (both workload and non-workload).
- Of the 450,000 STARS stores, 80,000 were selected for the Projected Database, as an accurate representation of the PM SPACE universe.

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Source: https://www.industrydocuments.ucsf.edu/docs/hjgy0004

Business Need

- STARS information enhances our ability to see the distribution chain more clearly and sense changes in our environment

- Provide a tool to access, view and analyze performance at lower levels of geography and across trade classes

- Effectively monitor, plan, and execute programs by improving channel information

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STARS - Proprietary Information

- STARS covers over 450,000 Retail Outlets serviced by 950 Distributors
- This provides a substantial data pool from which to project volume and share to very low levels of geography
- Nielsen's ability to read lower levels of geography and certain trade classes is limited
- PM Shipments are difficult to evaluate at lower geographic levels due to trans-shipments

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Definition

- The Projected Database begins as a large, representative sample (over 80,000 stores) from the STARS Workload Universe.
- Brand, Packing and Volume and Share information are then projected to the Market, District and Trade Class levels.
- The Projected Database is a projectable (not forecasted) sample which accurately reflects the marketplace.

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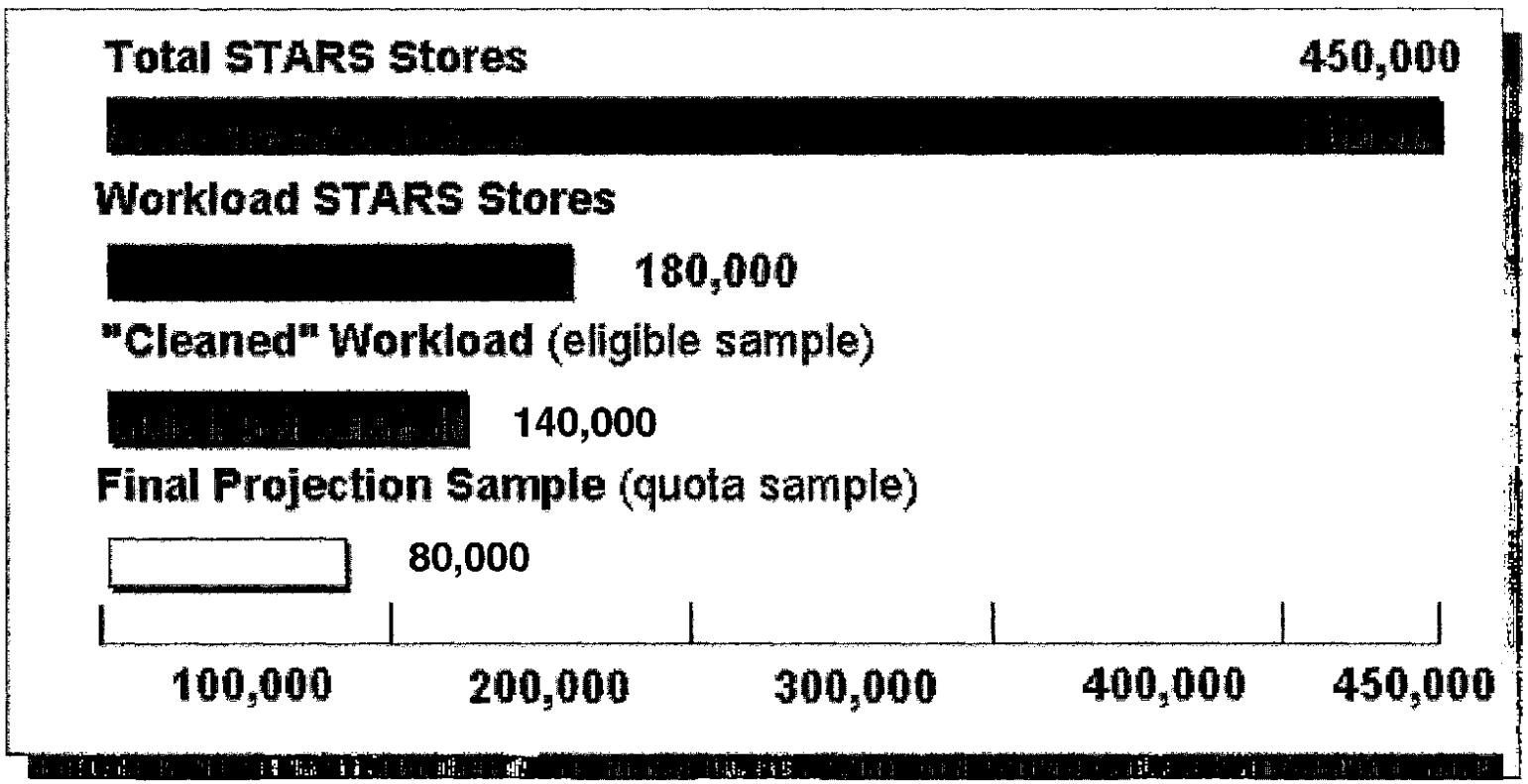
STARS Projected Database

- Each week approximately 80,000 stores are sampled for input into the projection system. The sample is culled from the STARS Universe as follows:



- Stores are excluded from the database panel if the STARS to SPACE volume has a significant differential.

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STARS Projected Database

Districts, Markets and Sections have up to 7 Trade Classes represented

	Tot US	Region	Section	Market	District
Convenience		5	22	76	85
Supermarket		5	22	70	80
Grocery		5	22	50	52
Drug	ALL	5	22	35	40
Liquor		5	17	15	15
Mass Merch		5	22	30	35
Tobacco		5	14	30+	30+

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STARS Projected Database

Section Example - Trade Class Store Counts for Projection

	SPACE	STARS
Convenience	4050	1910
Supermarket	1175	466
Grocery	1250	480
Drug	410	128
Liquor	1300	512
Mass Merch	500	209

For convenience stores, each sample store in STARS represents about two universe stores. All other trade classes are also characterized by relatively low projection factors. For example, the convenience store projection factor would be 4050 ÷ 1910 = 2.1.

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STARS Projected Database

- Data Interpretation
  - Advanced sell-in of promotions is visible.
  - Tracks with shipments except for trans-shipments on shipment data.
  - Trade Classes represented well.

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STARS Projected Database

STRENGTHS

Due to its large sample size, STARS Projected is the only database that lets us see share at the district level or by major trade classes.

With an average projection factor of 3, STARS Projected allows us to have a very small possible sampling error. This enables us to have an extremely high confidence level.

LIMITATIONS

Because STARS Projected is a derivative of the Wholesale Masters Program, small brands (micro brands) may not be proportionately represented in the data.

Some information at lower levels of geography, for trade classes may be unavailable due to sample size constraints.

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Differences between STARS Databases and MIDAS

	STARS Databases	MIDAS
•Restatement	Refreshed weekly for previous 67 weeks	Quarter to date
•Synchronization	Data aligned on weekly basis	Data frozen once payment is made for the quarter
• Projectability	Projectable to district by Trade Class	Not projectable
• SKU Level Detail	Available; 2300 individual packings plus aggregates	Not Available; limited Brand family information
• Data Integration	Integrated with SPACE & IRDD	Integrated with SPACE & FSI

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Differences between STARS Databases and MIDAS

	STARS Databases	MIDAS
• Data Completeness	Safeguards/Checks available via indicators	Checks not available
• Data Integrity	Data checks available	Store level checks not available
• Open/Closed Store	Quicker detection	Delayed detection
•CPW Calculations	Offers choice	Limited
• Chain Aggregations	Available	Individual stores within a chain not aggregated

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Differences between STARS Databases and MIDAS

	STARS Databases	MIDAS
•Data Access/ Navigation	Quick and User Friendly; "Point and Click" environment	Predefined screens; use of Function Keys (PF)
• Structure	Designed as a reporting & analytical tool; user can query on the fly	Was designed as a payment tool; requires programming to do ad hoc queries
• Stores	Can access 454,000 Workload and Non-Workload Stores	Only Workload Stores
• Returns	Returns reflected	Deducted from 8 payment buckets on a proportional basis

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Key Considerations

- In general, Field Sales and Sales Support Staff should be properly trained in utilizing STARS data and its interpretation
- Care and caution should be utilized in disseminating Store level data and subsequent aggregations
- Given the nature of data feeds, MIDAS should be utilized for Wholesale and Retail Masters payments
- Retail Masters payment verification should take both STARS Databases and MIDAS in account
- STARS Databases should be used primarily for performance reporting and analytics
- Until STARS Databases and its derivatives (RA/ABR/LINQ 2.0/etc.) are made available to Sales (along with proper training & access tools), both PM STARS and MIDAS teams should work closely in distributing this valuable information

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